

CLAIMS

What is claimed is:

- 1 1. A display apparatus, comprising:
2 a product card;
3 a case, the case being closable with a fastener; and
4 means for removably attaching the product card to the case.

- 1 2. The display apparatus as claimed in claim 1 wherein the fastener
2 comprises a first portion coupled to a stationary portion of the case and a second
3 portion coupled to a closable portion of the case.

- 1 3. The display apparatus as claimed in claim 2 wherein the closable portion
2 of the case comprises a flexible flap.

- 1 4. The display apparatus as claimed in claim 2 wherein the product card
2 includes an area defined by a perforation.

- 1 5. The display apparatus as claimed in claim 4 wherein the product card
2 includes a first side, a second side and an area of equal shape and size defined on
3 both the first side and the second side by the perforation.

- 1 6. The display apparatus as claimed in claim 4 wherein the means for
2 removably attaching the product card to the case includes the case being coupled
3 to the perforated area of the product card, such that the area defined by the
4 perforation is removed from the product card when the case is removed from the
5 product card.

- 1 7. The display apparatus as claimed in claim 6 wherein the case is coupled to
2 the perforated area of the product card by the fastener.

1 8. The display apparatus as claimed in claim 7 wherein the closable portion
2 of the case is coupled to the perforated area of the product card by the second
3 portion of the fastener.

1 9. The display apparatus as claimed in claim 7 wherein the fastener
2 comprises a snap.

1 10. The display apparatus as claimed in claim 9 wherein the first portion of
2 the snap is a male portion of the snap and the second portion of the fastener is a
3 female portion.

1 11. The display apparatus as claimed in claim 6 wherein the case comprises a
2 transparent flexible film from which the closable portion is formed and a rigid
3 frame for inhibiting collapse of the case.

1 12. The display apparatus as claimed in claim 11 wherein the transparent
2 flexible film is wrapped around the rigid frame.

1 13. The display apparatus as claimed in claim 12 wherein the rigid frame
2 comprises end portions of the case.

1 14. The display apparatus as claimed in claim 13 wherein the rigid frame
2 further comprises a spanning member for holding the end portions in fixed
3 positions with respect to one another.

1 15. The display apparatus as claimed in claim 14 wherein the rigid frame
2 further comprises a nose piece portion for positioning eyewear within the case.

1 16. The display apparatus as claimed in claim 1 wherein the product card
2 includes an aperture, the aperture configured to allow the product card to be hung
3 for display.

1 17. The display apparatus as claimed in claim 1 wherein the product card is
2 configured to receive printing.

1 18. The display apparatus as claimed in claim 1 wherein the case comprises a
2 flexible material.

1 19. The display apparatus as claimed in claim 1 wherein the case comprises a
2 rigid material.

1 20. The display apparatus as claimed in claim 1 wherein the case comprises a
2 transparent material.

1 21. The display apparatus as claimed in claim 1 wherein the case comprises an
2 opaque material.

1 22. The display apparatus as claimed in claim 1 wherein the means for
2 removably attaching the product card to the case comprises adhesive.

1 23. The display apparatus as claimed in claim 1, wherein the means for
2 removably attaching the product card comprises one or more studs or rivets.

1 24. The display apparatus as claimed in claim 1 wherein the means for
2 removably attaching the product card to the case comprises a hook and loop
3 fastener.

1 25. A method of assembling a display apparatus, comprising:
2 assembling a case, the case being closable with a fastener; and
3 removably attaching a product card to the case.

1 26. The method as claimed in claim 24 wherein the fastener comprises a first
2 portion coupled to a stationary portion of the case and a second portion coupled to
3 a closable portion of the case.

1 27. The display apparatus as claimed in claim 26 wherein the closable portion
2 of the case comprises a flexible flap.

1 28. The method as claimed in claim 26 wherein the product card includes an
2 area defined by a perforation.

1 29. The method as claimed in claim 28 wherein the product card includes a
2 first side, a second side and an area of equal shape and size defined on both the
3 first side and the second side by the perforation.

1 30. The method as claimed in claim 28 wherein the means for removably
2 attaching the product card to the case includes the case being coupled to the
3 perforated area of the product card, such that the area defined by the perforation is
4 removed from the product card when the case is removed from the product card.

1 31. The method as claimed in claim 30 wherein the case is coupled to the
2 perforated area of the product card by the fastener.

1 32. The method as claimed in claim 31 wherein the closable portion of the
2 case is coupled to the perforated area of the product card by the second portion of
3 the fastener.

1 33. The method as claimed in claim 31 wherein the fastener comprises a snap.

1 34. The method as claimed in claim 33 wherein the first portion of the snap is
2 a male portion of the snap and the second portion of the fastener is a female
3 portion.

1 35. The method as claimed in claim 30 wherein the case comprises a
2 transparent flexible film from which the closable flap is formed and a rigid frame
3 for inhibiting collapse of the case.

1 36. The method as claimed in claim 35 wherein the transparent flexible film is
2 wrapped around the rigid frame.

1 37. The method as claimed in claim 36 wherein the rigid frame comprises end
2 portions of the case.

1 38. The method as claimed in claim 37 wherein the rigid frame further
2 comprises a spanning member for holding the end portions in fixed positions with
3 respect to one another.

1 39. The method as claimed in claim 38 wherein the rigid frame further
2 comprises a nose piece portion for positioning eyewear within the case.

1 40. The method as claimed in claim 25 wherein the product card includes an
2 aperture, the aperture configured to allow the product card to be hung for display.

1 41. The method as claimed in claim 25 wherein the product card is configured
2 to receive printing.

1 42. The method as claimed in claim 25 wherein the case comprises a flexible
2 material.

1 43. The method as claimed in claim 25 wherein the case comprises a rigid
2 material.

1 44. The method as claimed in claim 25 wherein the case comprises a
2 transparent material.

1 45. The method as claimed in claim 25 wherein the case comprises an opaque
2 material.

1 46. The method as claimed in claim 25 wherein the means for removably
2 attaching the product card to the case comprises adhesive.

1 47. The method as claimed in claim 25 wherein the means for removably
2 attaching the product card comprises one or more studs or rivets.

1 48. The method as claimed in claim 25 wherein the means for removably
2 attaching the product card to the case comprises a hook and loop fastener.

1 49. A display apparatus, comprising:
2 a product card configured to receive printing, wherein the product card
3 includes an area defined by a perforation;
4 a case, the case being closable with a snap, the snap including a first
5 portion and a second portion, wherein the first portion is coupled to a stationary
6 portion of the case and the second portion is coupled to a closable flap of the case;
7 and
8 means for removably attaching the product card to the case, wherein the
9 means for removably attaching the product card to the case includes coupling the
10 closable flap of the case to the perforated area of the product card with the second
11 portion of the snap, such that the area defined by the perforation is removed from
12 the product card when the case is removed from the product card.

1 50. The display apparatus as claimed in claim 49 wherein the case comprises a
2 transparent flexible film from which the closable flap is formed and a rigid frame
3 for inhibiting collapse of the case.

1 51. The display apparatus as claimed in claim 50 wherein the transparent
2 flexible film is wrapped around the rigid frame.

1 52. The display apparatus as claimed in claim 51 wherein the rigid frame
2 comprises end portions of the case.

1 53. The display apparatus as claimed in claim 52 wherein the rigid frame
2 further comprises a spanning member for holding the end portions in fixed
3 positions with respect to one another.

1 54. The display apparatus as claimed in claim 53 wherein the rigid frame
2 further comprises a nose piece portion for positioning eyewear within the case.